



## TAEP Producer Diversification Program Agritourism Criteria

For Fiscal Year 2013 – 2014

### Program Criteria:

- This information is current as of **April 12, 2013** and is a supplement to the TAEP 2013 Application and Guidelines.
- ***What is Agritourism?*** For the purposes of TAEP, an Agritourism operation offers on-the-farm experiences incorporating or relating to production agriculture and aimed at increasing profitability of the operation.
  - Farm activities (fee-fishing, pick your own)
  - Farm education (tours of production agriculture)
  - Farm fun (corn maze, hayrides)
  - Farm purchases (retail sales of farm's agricultural products)
- **Producers** are eligible for the following cost share percentages for qualified expenses:
  - **Standard Producer** - 35% cost share up to a maximum of \$10,000.
  - **Master Producer** - 50% cost share up to a maximum of \$15,000 for producers meeting special requirements.
- The proposed activity must encompass **quality expansion** or **improvement** of the applicant's farm and business. Eligible categories include:
  - Farm Infrastructure
  - Specialty Equipment
  - Marketing

### Competitive Projects – Agritourism:

Emphasis is given to projects that focus on long term public use considerations that increase opportunities for profitability. Marketing projects that are long term in nature are also encouraged to enhance outreach of the farm to the public.

### Regulatory Reminder:

Producers must meet all state and local regulations to be eligible for reimbursement.

### **Master Producer Cost Share – Special Requirements for 50% Cost Share:**

The applicant must have attended **(2)** events from the list below prior to reimbursement deadline. One event **MUST** be an Agritourism Conference or Direct Marketing Sense Course. **This is not a complete list of eligible events. This document will be updated on our web site as additional events are planned.**

- TN Agritourism Conference
  - January 2012 – Nashville Airport Marriott – Nashville, TN
  - January 2013 – Nashville Airport Marriott – Nashville, TN
  - January 2014 – Nashville Airport Marriott – Nashville, TN
- Center for Profitable Agriculture – Direct Marketing Sense Course
  - November 16-17, 2011 – Cookeville, TN
  - January 10-11, 2012 – Manchester, TN
  - March 11-12, 2013 – Spring Hill, TN
- TDA Agritourism Workshop – Discover your Farm Brand
  - August 29, 2011 – Nashville, TN
  - August 30, 2011 – Jackson, TN
  - September 1, 2011 – White Pine, TN
- Center for Profitable Agriculture – Direct Farm Marketing for Success IV: “Tools for Marketing on the Web” Workshop
  - February 24, 2011 – White Pine, TN
  - March 8, 2011 – Jackson, TN
  - March 9, 2011 – Nashville, TN
  - March 10, 2011 – Cookeville, TN
  - April 1, 2011 – Monteagle, TN
- Center for Profitable Agriculture – Direct Farm Marketing for Success V: “Using Computer Records to Boost Your Business” Workshop
  - March 7, 2012 – White Pine, TN
  - March 8, 2012 – Cookeville, TN
  - March 14, 2012 – Spring Hill, TN
  - March 15, 2012 – Jackson, TN
  - March 22, 2012 – Monteagle, TN

- Center for Profitable Ag – Tools/Strategies to Upgrade Your Social Media Impact
  - August 21, 2012 – Knoxville, TN
  - August 22, 2012 – Murfreesboro, TN
  - August 23, 2012 – Jackson, TN
- Center for Profitable Agriculture – Agritourism Extravaganza
  - November 16-17, 2012 – East TN
- Center for Profitable Agriculture – Value-Added Direct Marketing Beef and Cattle  
(This workshop qualifies for **Beef Producers Only**)
  - November 1, 2011 – Dover, TN
  - November 7, 2011 – Waverly, TN
  - November 8, 2011 – Centerville, TN
  - November 28, 2011 – Linden, TN
  - November 29, 2011 – Pulaski, TN
  - December 13, 2011 – Loudon, TN

**Examples of Eligible Items:**

DVD – *educational, not for resale*  
 Hand washing stations  
 Handicap accessible areas  
 Lighting – *for public areas*

Hayride wagon  
 Parking areas – *gravel or pavement*  
 Pavilions – *educational*  
 Public address (PA) systems  
 Restroom facilities

Retail shelters  
 Safe way areas  
 Seating – *for events*  
 Signs  
 Tables – *for events*  
 Tent – *for events*  
 Web site development

**Examples of Ineligible Items:**

Advertising  
 Arena – *livestock*  
 ATV  
 Barn – *livestock, storage*  
 Bed & Breakfast projects  
 Brochures  
 Building – *storage*

Building – *show facility*  
 Cash Registers  
 Computers  
 Concession Stands  
 Containers - *bottles, pots*  
 Driveways  
 Electrical service bills

Fees – *membership, hosting, domain*  
 Fencing  
 Flyers - *promotional*  
 Forklift  
 Fuel  
 General Inputs

Give-a-way items  
Golf Carts  
Landscaping  
Labor – *applicant or employees of applicant*  
Land – *clearing of*  
Livestock  
Maintenance of existing structures  
Meeting expenses  
Merchandise  
Motorized vehicles

Motorized rides  
Office equipment  
Permits  
Point of Sale Systems  
Printing  
Product development  
Property – *purchase or debt payment*  
Renovations of existing structures  
Salaries, Wages, Benefits

Software  
Store – *for resale of goods*  
Tractors  
Trade show expenses  
Trailers – *livestock*  
Used equipment  
Water source creation – *ponds/wells*  
Website – *annual or hosting fees*  
Wells – *drilling of*

**Contact:**

- For more information regarding the TAEP Producer Diversification Program – contact **Justin Bryant** at 615-837-5323 or [Producer.Diversification@tn.gov](mailto:Producer.Diversification@tn.gov)
- For information regarding TDA Market Development & Agritourism – contact **Pamela Bartholomew** at 615-837-5348 or [Pamela.Bartholomew@tn.gov](mailto:Pamela.Bartholomew@tn.gov)
- Check for updates at [www.tn.gov/taep](http://www.tn.gov/taep) or 1-800-342-8206